

# **Traveler Needs Survey & Results**

## **Task 2.4**

# **Summary of Survey Results**

## **The top three perceived corridor challenges are**

1. Passing trucks and other heavy vehicles (clearance/visibility);
2. Road conditions like ice, snow, rain or fog; and
3. Driving through construction zones.

## **The top three tourist/traveler information sources used when planning for a trip are**

1. Travel magazines or newspaper travel sections;
2. Destination visitor's bureau or chamber of commerce; and
3. Television/radio advertisements

## **The top three types of tourist and traveler information desired before traveling are**

1. Weather conditions throughout your area of travel;
2. The best route to destination; and
3. The location of traveler services (rest stops, visitor information centers, service stations, etc.)

## **The top three types of advanced traveler information most likely to be used are**

1. Warning signs for speed, curves and animal presence that change based on conditions;
2. A telephone number to report an incident or accident; and
3. A special radio channel for road conditions, accidents, incidents, closures, etc.

## PERCEIVED CORRIDOR CHALLENGES

When you are traveling in Northern California/Southern Oregon, how often are you concerned about the following? (**Circle one number per question**)

	NEVER CONCERNED	OCCASIONALLY CONCERNED	FREQUENTLY CONCERNED	ALWAYS CONCERNED	Rank	Mean
p1 Encountering slow moving vehicles like snowplows, farm equipment or RV's.....	1	2	3	4	6	2.13
p2 Running off the roadway.....	1	2	3	4	8	1.83
p3 Lack of information from signs along the roadway.....	1	2	3	4	7	2.03
p4 Debris, objects or animals on the roadway.....	1	2	3	4	4	2.18
p5 Passing trucks and other heavy vehicles (clearance/visibility)...	1	2	3	4	1	2.48
p6 Driving on hills or curves.....	1	2	3	4	5	2.14
p7 Road conditions like ice, snow, rain or fog.....	1	2	3	4	2	2.40
p8 Driving through construction zones.....	1	2	3	4	3	2.33

## SOURCES OF TOURIST/TRAVELER INFORMATION

When **planning** to take a trip in Northern California/Southern Oregon do you utilize the following information sources?

	NEVER	OCCASIONALLY	FREQUENTLY	ALWAYS	Rank	Mean
s1 Destination visitors bureau or chamber of commerce.....	1	2	3	4	2	1.85
s2 State Departments of Tourism.....	1	2	3	4	4	1.69
s3 Television / radio advertisements.....	1	2	3	4	3	1.75
s4 Kiosks, i.e. small computerized information centers.....	1	2	3	4	6	1.56
s5 Travel magazines or newspaper travel sections.....	1	2	3	4	1	2.18
s6 The Internet.....	1	2	3	4	5	1.59

## TOURIST AND TRAVELER INFORMATION

How important are each of the following kinds of **INFORMATION** to you **before** you start a trip in Northern California/Southern Oregon. (Circle one number per question)

	NOT AT ALL IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	Rank	Mean
t1 Tourist attractions (parks/recreation/historical).....	1	2	3	4	7	2.64
t2 Distance to destination.....	1	2	3	4	4	2.83
t3 The best route to destination.....	1	2	3	4	2	3.06
t4 Location of traveler services (rest stops, visitor information centers, service stations, etc.).....	1	2	3	4	3	2.94
t5 Locations of traffic delays due to special events, road closures, construction zones and/or detours.....	1	2	3	4	5	2.83
t6 Locations of accidents or incidents.....	1	2	3	4	6	2.81
t7 Weather conditions throughout your area of travel.....	1	2	3	4	1	3.08
t8 Knowing trip-planning assistance is available from rest stops or other places along your route.....	1	2	3	4	8	2.62

Do you prefer to get tourist and traveler information...

Before you start a trip.....	30.7%
While on the road.....	9.3%
Both.....	53.9%
Neither.....	6.1%

## ADVANCED TECHNOLOGY AND INFORMATION SOURCES

a1 Do you prefer that traveler information be updated and verified (Circle one)

Once per minute.....	2.7%
Once per hour.....	25.4%
Once per day.....	10.3%
As needed.....	61.7%

a2 Suppose an attachment was available for your vehicle that would alert police and emergency medical services if you should run off the road or be involved in a collision. Would you be interested in having something like that installed in your car or truck? (Circle one)

Yes.....	79.4%
No.....	20.6%

If available, how likely would you be to use each of the following services or devices to aid in driving or obtain traveler or tourist information? **(Circle one number per question)**

	NOT AT ALL LIKELY	SOMEWHAT UNLIKELY	SOMEWHAT LIKELY	VERY LIKELY	Rank	Mean
<b>a3</b> A telephone number for road conditions.....	1	2	3	4	5	2.81
<b>a4</b> A telephone number to report an incident or accident.....	1	2	3	4	2	3.12
<b>a5</b> A special radio channel for tourist information.....	1	2	3	4	9	2.70
<b>a6</b> A special radio channel for road conditions, accidents, incidents, closures, etc.....	1	2	3	4	3	2.97
<b>a7</b> A local TV channel with continuously updated tourist and traveler information.....	1	2	3	4	11	2.26
<b>a8</b> A small in-vehicle computer with traveler information.....	1	2	3	4	12	2.13
<b>a9</b> A cellular phone.....	1	2	3	4	6	2.79
<b>a10</b> Changeable message signs.....	1	2	3	4	4	2.95
<b>a11</b> Warning signs for speed, curves and animal presence that change based on conditions.....	1	2	3	4	1	3.33
<b>a12</b> An in-vehicle device to enhance driving capabilities in low-visibility situations.....	1	2	3	4	7	2.78
<b>a13</b> Small computerized information centers – <b>or kiosks</b> – at convenient locations.....	1	2	3	4	10	2.52
<b>a14</b> An in-vehicle device to help you avoid collisions or running off the roadway.....	1	2	3	4	8	2.75

**a15** If you could recognize a direct benefit on your driving experience, how likely would you be to **USE** the special services or devices discussed above? **(Circle one)**

Not at all likely.....	4.8%	<u>Mean = 3.07</u>
Somewhat unlikely.....	17.9%	
Somewhat likely.....	42.5%	
Very likely.....	34.8%	

**a16** If you could recognize a direct benefit on your driving experience, how likely would you be to **PAY FOR** the special services or devices discussed above? **(Circle one)**

Not at all likely.....	19.7%	<u>Mean = 2.48</u>
Somewhat unlikely.....	27.1%	
Somewhat likely.....	38.9%	
Very likely.....	14.3%	

## TRAVEL AND DEMOGRAPHICS (Circle one number per question)

The following information is needed to ensure that your travel needs are properly represented in this survey. It will be used for the purposes of this survey only.

<b>Residence</b>	California.....	<b>42%</b>
	Oregon.....	<b>25%</b>
	Other.....	<b>33%</b>
<b>Familiarity with area</b>	Familiar.....	<b>63%</b>
	Unfamiliar.....	<b>37%</b>
<b>Gender</b>	Male.....	<b>64%</b>
	Female.....	<b>36%</b>
<b>Age</b>	15 – 24 Years.....	<b>6.6%</b>
	25 – 44.....	<b>23.6%</b>
	45 – 64.....	<b>41.0%</b>
	65 +.....	<b>28.7%</b>
<b>Live in</b>	Urban area / city.....	<b>40%</b>
	Rural area / country.....	<b>38%</b>
	Suburban.....	<b>22%</b>
<b>Type of vehicle normally driven in this area</b>	Automobile.....	<b>73%</b>
	Commercial (Truck, Bus).....	<b>8%</b>
	Motorcycle.....	<b>1%</b>
	RV.....	<b>14%</b>
	Passenger only.....	<b>4%</b>
<b>Majority of vehicle travel in this area is to travel to</b>	Work.....	<b>18%</b>
	School.....	<b>2%</b>
	Shopping.....	<b>2%</b>
	Medical.....	<b>0%</b>
	Recreation.....	<b>55%</b>
	General.....	<b>23%</b>
<b>Average miles traveled per day for the trips <i>purpose</i> circled above</b>	0 – 49.....	<b>17.2%</b>
	50 – 99.....	<b>11.6%</b>
	100 – 300.....	<b>39.9%</b>
	300 +.....	<b>30.9%</b>
<b>Employment</b>	Full – time.....	<b>41%</b>
	Part – time.....	<b>7%</b>
	Self – employed.....	<b>8%</b>
	Retired.....	<b>36%</b>
	Unemployed.....	<b>3%</b>
	Student.....	<b>3%</b>
	Other.....	<b>2%</b>
<b>Education completed</b>	Less than high school.....	<b>1.9%</b>
	High school.....	<b>20.4%</b>
	Technical Training.....	<b>10.3%</b>
	Some college.....	<b>25.8%</b>
	College degree.....	<b>24.0%</b>
	Graduate degree.....	<b>17.6%</b>
<b>Income (per household)</b>	Under \$20,000.....	<b>15%</b>
	20,000 – 39,000.....	<b>28%</b>
	40,000 – 79,000.....	<b>40%</b>
	80,000 +.....	<b>17%</b>